

Amendments to the Specification:

Please replace the paragraph from Page 19 line 22 - page 20 line 7 with the following amended paragraph:

An exemplary operation of the system, with regard to a specific Internet user placing a personal advertisement will now be treated to accomplish the process as indicated in Fig 6. First, suppose a Internet user at terminal CT1 connects to the Internet to place a personal advertisement in response to an advertisement in XYZ newspaper. The assumed Internet user connects to the Internet and inputs a Uniform Reference Resource Locator URL, ~~for example: http://www.personal_ads.com,~~ resulting in a connection from the remote terminal CT1 to a Home Page 1001 on the IWS.

Please replace the paragraph from Page 23 line 16 through Page 24 line 1 with the following amended paragraph:

A more detailed explanation of how an advertiser submits an audio greeting, photograph, or video clip via CT1 will now be given. To submit an audio greeting, the advertiser first makes an audio recording using a WAV file editor and then saves the file using her five digit mailbox number as the file name 1030 (see Fig. 6), for example: 44567.wav. The advertiser then submits the audio file using e-mail to an audio greeting electronic mailbox 1031, ~~for example: audio_greeting@personals.com.~~ The advertiser's audio recording is stored to a disk file on the IWS.

Please replace the paragraph from Page 25, line 19 through page 26 line 2 with the following amended paragraph:

To enhance a personal ad with video, the advertiser first digitizes a video clip and then saves the image to a Microsoft .AVI file using her five digit mailbox number as the file name ~~1036~~, for example: 44567.avi. Other video formats such as Apple Quicktime, or MPEG video could also be used. The advertiser then submits the graphic file using e-mail to an electronic mailbox, ~~for example: video@personals.com 1031.~~

Please replace the paragraph on Page 35 at lines 5-13 with the following amended paragraph:

An exemplary operation of the system, with regard to a specific Internet user responding to a personal ad via the Internet will now be treated to accomplish the process as indicated in Fig 10. First, suppose an advertiser at terminal CT1 connects to the Internet to respond to a personal advertisement advertised in XYZ newspaper. The assumed Internet user connects to the Internet and inputs a Uniform Reference Resource Locator URL, ~~for example: http://www.personal_ads.com,~~ resulting in a connection from the remote terminal CT1 to a Home Page on the Internet Web Server.

Please replace the paragraph on Page 38 at lines 2-11 with the following amended paragraph:

A more detailed explanation of how a respondent submits an audio response, photograph, or video clip via CT1 will now be given. To submit an audio response, the Internet user first makes an audio recording using a WAV file editor and then saves the file using her five digit mailbox number as the file name **1503**, for example: 44567.wav. The Internet user then submits the audio file using e-mail to the recipient's electronic mailbox mailbox 1512 on the IWS ~~1504, for example: 22345@personals.com 1512~~. The Internet user's audio response is stored to a disk file on the IWS and the AD database is updated **1505**.

Please replace the paragraph on Page 39 at lines 16-24 with the following amended paragraph:

To send a photograph in response to an ad, the Internet users first digitizes a photograph using a scanner or takes a photograph with a digital camera and then saves the image to a .GIF file using her five digit mailbox number as the file name **1510**, for example: 44567.gif. The respondent then submits the graphic file using e-mail to the recipient's electronic mailbox, ~~for example: 22345@personals.com 1504~~. The respondent's photo is stored to a disk file on the IWS and the database is updated **1505**.

Please replace the paragraph from page 40 at lines 15-23 with the following amended paragraph:

To send an advertiser a video clip, the Internet user first digitizes a video clip and then saves the image to a Microsoft .AVI file using her five digit mailbox number as the file name **1510**, for example: 44567.avi. Other video formats such as Apple Quicktime, or MPEG video could also be used. The respondent then submits the graphic file using e-mail to the recipient's electronic mailbox, ~~for example: 22345@personals.com~~ **1504**. The respondent's video is stored to a disk file on the IWS and the AD database is updated **1505**.

Please replace the paragraph on Page 43 at lines 12-19 with the following amended paragraph:

An exemplary operation of the system, with regard to an advertiser retrieving her responses via the Internet will now be treated to accomplish the process as indicated in Fig 14. First, suppose an advertiser at terminal CT1 connects to the Internet to retrieve messages. The assumed Internet user connects to the Internet and inputs a Uniform ~~Reference~~ Resource Locator URL, for example: ~~http://www.personal_ads.com,~~ resulting in a connection from the remote terminal CT1 to a Home Page 1701 on the IWS.

Please replace the paragraph on Page 48 at Lines 16-24 with the following amended paragraph:

An exemplary operation of the system, with regard to psychographic profiling via the Internet will now be treated to accomplish the process as indicated in Fig 16. First, suppose an advertiser at terminal CT1 connects to the Internet to search for ads that match her psychographic profile. The assumed Internet user connects to the Internet and inputs a Uniform ~~Reference Resource~~ Locator URL, ~~for example. http://www.personal_ads.com,~~ resulting in a connection from the remote terminal CT1 to a Home Page 9001 on the Internet Web Server.